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The Role of Perceived Value in Advertising Message on Purchase Intention: A Case of Malaysian Millennial Consumers

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Abstract

This research investigates the perceived value of advertising messages towards Millennials with regards to the extent of perceived informativeness, perceived credibility and perceived entertainment of advertising messages in indicating their behavioural intention. 300 Millennials in Malaysia were conveniently recruited to be involved in the data collection of this research. They were recruited because they are the largest age group that is largely exposed to advertising in Malaysia and they are also potential customers in the future. All collected data were scientifically analysed using SPSS, particularly using the Multiple Linear Regression Analysis to test the relationship between variables and to find out the strengths of each connection of variables. On top of that, the objective of this research is to identify the most significant factor that influences consumers' purchase intention. Interestingly, the results show evidence of the positive relationship between the perceived value of advertising messages and consumers' purchase intention which is predicted and supported by various studies. In summary, all of the findings in this research can be summarised as, all of the three variables including perceived informativeness, perceived credibility and perceived entertainment of advertisement messages are positively associated with millennials' purchase intention in Malaysia. Among the three factors, the perceived entertainment of advertising messages is the most significant driver that influenced Millennials behavioural intention. On top of that, all research objectives and research questions were achieved and answered throughout this study.

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Keywords: advertisement messages, Millennials, Malaysia, perceived informativeness, perceived credibility, perceived entertainment, purchase intention describe

INTRODUCTION

In the modern society of today, people are bombarded with advertisements in their daily lives through direct and indirect advertising. Kotler and Armstrong (2005) that advertising is a means of informing, delivering and communicating essential information by a non-personal form of promotion through two major channels which are traditional media and digital media. To compete to get audiences' attention, many companies and brands spend heavily on advertising to promote their products and reach specific target segments through various mediums, since advertising is an important way for organizations to create awareness, boost sales and increase profits (Fennis & Stroebe, 2010). According to MCMC (2018), the advertising expenditure in Malaysia is expected to grow tremendously between 2019 to 2025 and at present Statista Advertising Expenditure and Market Forecasts in 2024 reported that Malaysia's advertising expenditures are estimated to a 3 per cent growth compared to the previous year and are predicted to reach USD1,764 million (Statista, 2024). This statistical result reflects the importance of advertising towards the consumer market and business units, however, some of the companies are not efficient in their advertising process even though they invest heavily in advertising and unfortunately, the results did not meet their expectations. Ducoffe (1995) stated that the value of advertising serves as a key determinant of consumer response. The objective of advertising is a specific communication task as the messages can be informative, persuasive, comparative and reminders towards the audiences. Even though there have numerous researchers have already studied and examined the effectiveness of advertising and how it attracts consumers by influencing their awareness, and attitudes and shaping their buying behaviour (Bruce et al., 2012; Arshad & Aslam, 2015), the problem is those existing studies did not investigate more on how consumers assess the value of advertising, how they inspired by the advertisement and intend to purchase the product immediately or in the nearer future as in the market trend today are forwarded into consumers orientation as well as customers satisfaction.

Millennials are the current and future customers of the country and also, and they are more value-oriented as they are willing to put more effort into searching for information and evaluating alternatives for the products or services that they want with the overall best value in the market (Noble & Noble, 2000). Thus, it is important to understand their perceptions and how they assess the value of advertising, to give marketers an insight to create superior advertisements by taking the consideration that millennials' knowledge and perceptions

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vary from one to one as every individual is grown and came from a different society. According to a report by the PEW Research Center (2010), the attention span of Millennials is low compared to other age groups since they are more likely to switch attention. Therefore, understanding the way millennials assess the value of advertisement is imperative to benefit in further implementation of precise advertising strategy, in turn, to capture their attention. Moreover, Dyer (2008) asserted that the advertisement is a communication exchange, which passes the value between parties, thence, those researchers should not only look from the perspective of marketers but also the value of communications transactions from consumers' point of view. As a result, this research aims to carry out the significance of the knowledge of marketers to have a throughout understanding of millennial consumers' perceived value of advertisement and gain insight among Millennials in Malaysia as they are largely exposed to the advertising compared to other age groups.

Research Objectives

1. To determine how perceived informativeness, perceived credibility, and perceived entertainment of advertisement messages influence millennials' purchase intention in Malaysia.
2. To identify the most significant factor that influences millennials' purchase intention in Malaysia.

Significance of the Study

In this modern era, people are overexposed to advertisements in their daily lives through various forms of direct and indirect advertising. According to Schawbel (2015), millennials claim that they are not influenced at all by advertising, therefore, marketers need to understand what are the touchpoints of the target audiences and understand how Malaysian millennials assess the value of advertising, the organizations would have an insight into how they should create effective advertisement that will cater the customers' needs and wants through the millennials point of view since the perceptions of customers also need to be examined as well as Millennials are shaping the future business and they are the large popularity of potential customers in the future (Machado, 2017). Therefore, the purpose of this research is to investigate and understand the perceived value of advertising messages that influence the behaviour of young consumers to make purchase decisions and further evaluate the most significant factor that influences consumers' purchase intention in creating and enhancing the efficiency of advertising among millennials in Malaysia. As a

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result, this research could contribute useful information not only for companies that are fiercely competing for millennials's mindshare but also the future researchers to use as a reference for their further studies and provide valuable insight for the marketers and advertisers in the advertising firm to get an idea on how an advertisement plays a crucial role in influencing consumers' purchase intention, hence, develop effective advertising strategy by identifying the consumers' preferences and customers' value creation strategies that derive consumers from advertising.

LITERATURE REVIEW

Source Credibility Theory

According to Source Credibility Theory (SCT) which was established by Hovland et al. (1953), when the source is perceived as credible it will be more persuadable towards the customers. In accordance to Lowry et al., (2014), credibility is explained as customers make the judgment to determine the believability and truthfulness of the sources (Ayeh, 2015). Hence, the source will be the main factor to determine the credibility of the messages that are being delivered through the advertisement. According to research from Logan et al., (2012), consumers are willing to search for information when they want to purchase a product. At that point, they will be more likely to search for the source that they perceive as credible and the information source that could assist them in making a purchase decision. For instance, an advertisement can be a reference for consumers to refer to as a credible source by providing relevant information about products. Furthermore, source credibility also serves a significant role both in the perspective of consumers and the aspect of research industry since most of the researchers and practitioners foresee the interesting part of this area and would like to further investigate it, as source credibility has a significant influence on the consumers' attitudes and their behavioural intention (Eisend, 2006). Therefore, there will be an increase in the value of advertising based on the value-added characteristic that might be useful and persuasive towards the consumers positively.

Millennials (Generation Y)

According to Ting and de Run (2015), generational cohorts are commonly used to understand consumers in marketing literature, which classify people into individual groups by their ages, and years of birth as well as people who share similar experiences based on their external events will have similar attitudinal patterns towards advertising (Ting, 2012). In general, millennials as known as those who were born in the late 1970s or the early 1980s to the early 2000s. However, several scholars quote different starting and ending years

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which shows that the classification of millennials's age range has no accurate years due to different contexts (Viswanathan & Jain, 2013). Besides, Lazarevic (2012) emphasised that millennial consumers are becoming an important segment in today's global market not only because of their tremendous emerging generation size but also their current significant amount of spending power and their potential for huge amounts of future spending power as the majority of them are grown up in a consumption-driven society (Tang & Chan, 2017). Today, the rapid development of advanced technology has had an impressive influence on changing the way people communicate as well as the media environment is evolving aggressively to meet consumers' demands (Welday, 2017), meanwhile, the younger generations of people have more exposure towards advertising than those who were between the same age range a decade ago (Tai, 2007; Purosothuman, 2008). At that point, millennials are heavily influenced by marketing communications that are presented across a variety of forms of media (Bolton et al., 2013). According to Chuah et al., (2014), Millennials do not lack choices as they grew up in an era of economic stability with sufficient information technology, hence, these external events have shaped Millennials and influenced their perception towards the value of advertising and eventually their behavioural intention.

Purchase Intention

The topics of consumers' purchase intention have been studied broadly by numerous researchers due to the reason that purchase intention can be used to predict a potential customer's ultimate purchase decisions in the future. Nowadays, consumers are exposed to an endless supply of advertisements, therefore, the indicators of advertising awareness and messages are important to let companies or advertisers understand what makes an advertisement valuable and further impact the consumers' behavioural response (Teichert et al., 2018). According to Ducoffe and Curlo (2000), the researchers argued that consumers' behaviour and attitudes towards advertising are directly dependent on advertising value whereby the advertising value is dependent on the perceived value of advertisement, which is the level of perceived informativeness, entertainment and irritation. However, apart from irritation, this study only will focus on, discuss and investigate on other two variables which are perceived entertainment and perceived informativeness.

Furthermore, there are also many studies indicating that credibility is essential for effective advertisements and it positively influences consumers in making purchase decisions, which have been tested and verified by the researchers and practitioners within the field of marketing, advertising and promotion (Kim & Han, 2014; Aziz et al., 2013; Yang et al., 2010). Therefore, purchase intention can be considered an important dependent

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variable that is used to evaluate the effectiveness of advertising messages toward the receivers on various levels. Based on this research, the factors of perceived value which extend to the elements of perceived informativeness, perceived credibility and perceived entertainment in influencing consumers' purchase intention are tested.

Perceived Informativeness

Informativeness is the core advertising value as it is the factor that is associated with most strongest overall advertisement value which refers to the ability of advertising to inform and deliver the messages to the audiences to evoke their purchase intention by satisfying their needs and wants (Taylor, 2011). Also, advertisements consist of the ability to supply relevant product information as well as up-to-date information in the marketplace (Le & Nguyen, 2014). If consumers perceive the information which can satisfy their needs and wants, it could also help to differentiate the product from other brands. On the other hand, it might be confusing if the information is not well-delivered towards the audience Hence, the consumers' minds can be changed easily if the advertisement does not provide precise information (Vargo & Lusch, 2004), as an informative advertisement will provide an insight towards consumers which they can refer to it and make a more intelligent purchasing decision (Zhang et al., 2014). According to Houh and Stern (2017), the core reason why consumers approve of an advertisement is due to the informational content further emphasizing that it is the primary reason to expose consumers to advertisements.

The degree of the advertising value could differ from the nature of an advertisement, for instance, according to De Mooji and Hofstede (2010), a comparative advertising message tends to consist of more information, to drive the motive of consumers' purchase intention and compared their competitive advantage with the competitors in the market. However, some of the advertisements with an exaggerated statement which is not a factual statement that aligns with the actual product, could lead to unfair and deceptive marketing practices that induce consumers to make consumption. In this situation, consumers themselves will find it as puffery and be misled by the brands, therefore, dissatisfaction among consumers occurs (Darke & Ritchie, 2007). Other than that, the perceived informativeness of an advertising value can be discovered if the consumers find that the advertisement is supplying the information that they need at the moment they recognize the need and want to purchase a product, hence, it could contribute positive meanings towards them. In other words, comprehensive and conclusive are the important criteria for an accurate informative advertisement (Naini et al., 2012). Due to the reason that providing accurate information concerning a product or service is important for consumers to build recognition towards a

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brand, product or service as perceived informativeness of advertising messages plays a key role in affecting not only the consumers' attitude towards advertisements but also helps to form consumers' purchase behaviour through advertising (Lee et al., 2016; Chen & Hitt, 2002; Ducoffe & Curlo, 2000).

H_1: Perceived informativeness of advertisement messages is positively associated with consumers' purchase intention.

Perceived Credibility

The perceived credibility of an advertisement can be defined as the consumers' perception of the level of truthfulness, honesty and believability towards the advertisements which will affect their attitudes and also their behaviour. Generally, the credibility of a source is the factor that determines whether the receivers accept the message that the source wants to deliver or communicate (Winter & Krämer, 2014). However, this researcher suggested that a source, medium or message is not a characteristic of credibility but is based on the receivers' perception of credibility itself (Johnson et al., 2007), thus, the perception of credibility varied from one to one.

According to Azeem and Haq (2012), the researcher found that the credibility of an advertisement is interconnected with the brands and companies that deliver the advertising message which is related to the trustfulness and reliability that consumers perceived toward the organization. Besides that, the notion of credibility has been widely discussed and gained interest towards many of the practitioners and researchers in the marketing and advertising industry (Zha et al., 2015).

Furthermore, the advertising credibility in today's market is also highly considerable by consumers as they are more knowledgeable than before with the advanced technology and information transparency through the seamless Internet, hence, they will evaluate the authenticity of the source before they purchase since consumers' expectations also regarding the fairness and factualness of advertising (Logan et al., 2012). Especially the younger generation of people, who are more concerned about their personal statements along with their self-image, therefore, they are more willing to purchase a product with a reputable and trusted brand or product that represents the person's ideal self-image to get acceptance from their peers and the needs of self-esteem and self-actualization (Himmel, 2008). In addition, the advertisements must be short length, straight-to-the-point and honest to appeal to millennials since they tend to doubt the credibility of advertisements

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and have little trust towards advertisements on traditional media compared to the older generation (Valentine & Powers, 2013).

Besides, they are dependent more on word-of-mouth (WOM) both online and offline to make purchase decisions (Peterson, 2004). However, according to research conducted by Nielsen (2015) to investigate the trust levels in advertising among all age groups, surprisingly, millennials are the most trusting when it comes to advertising. In other words, Millennials also rely on media content and advertisements for information and trust the advertising message in some situations. Thence, credibility plays a significant role in advertising and there is a positive relationship between perceived credibility and consumers' purchase intention along with the perceived value of advertising messages supported by various studies (Koo et al., 2012; Haghirian et al., 2005). According to the research based on the literature, the second hypothesis is discovered below:

H_2: Perceived credibility of advertisement messages is positively associated with consumers' purchase intention.

Perceived Entertainment

The perceived entertainment of advertising value refers to the likeability of an advertisement as well as the feeling of pleasure and satisfaction that consumers perceive or experience from the advertisements (Zhou & Bao, 2002). In this situation, the advertisement delivers not only a pleasing and enjoyable feeling but also helps to shape a more positive image towards the brand and product (Defever et al., 2011), thus, the ability of entertainment in an advertisement is classified as one of the impactful factors that can influence the advertising efficiency in establishing as an bridge to link the emotional effect in between consumers and advertising messages (Wang & Sun, 2010). According to research by Griner (2015), the researcher has found out that around 57 per cent of millennials would like to accept or are willing to watch an advertisement if it is useful and entertaining enough. These features can be used to involve the audiences with their authentic personalities and increase their familiarity with the advertised product or service (Arnold, 2018). Not only that, today's younger generation of consumers want something more creative such as stories that can appeal to them, but they also want to be entertained at the same time.

In that point, the entertainment of an advertisement is important to satisfy consumers' aesthetic and emotional needs which improves the overall value of advertisement while positively affecting the effectiveness of advertising and receivers' attitudes (Lee et al., 2016). Thus, it can be concluded that consumers will perceived more

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positively if the advertisement is satisfying their needs and wants with an entertaining advertising message. Other than that, there are studies supporting that perceived entertainment from an advertisement positively leads to the perceived value of advertising and eventually evokes consumers' purchase intentions by attaching to their feelings, cogitations, emotions and beliefs psychologically whereby the behaviour of consumers can be influenced by entertaining advertisement (Choi et al., 2008; Haghirian et al., 2008). According to the research based on the literature and the empirical background, the third hypothesis is derived as below:

H_4: Perceived entertainment of advertisement messages is positively associated with consumers' purchase intention.

METHODOLOGY

Research Design

Quantitative research is suitable for collecting huge amounts of information and data from a great amount of population to go through the systematic process. Positivist believes that the representatives and respondents who are being tested will have similar goals or objectives by way of positivist types of research and have confidence in a single belief based on the scientific description as the paradigm of human knowledge (Muijs, 2010). By applying the quantitative research method, the effectiveness of advertising value towards young consumers (millennials) could be assessed and the result of the findings can be used for markets and researchers to understand and further forecast the effectiveness of advertisement with the precise communication strategy. There are many types of research designs which include exploratory, descriptive, causal and so on. In this study, the undertaken design is descriptive research since it is suitable to examine a larger population of representatives as this study is focused on a specific population which is the millennials in Malaysia. In addition, descriptive research can gather all the significant information that can be used for analytical assumptions on the target population through data analysis (Malhotra & Malhotra, 2012). Thus, descriptive research is the tool that is chosen to examine and further observe the relationship between independent variables (perceived informativeness, perceived credibility and perceived entertainment) and dependent variables (purchase intention) in the context of Malaysian millennials, to collect and get a proper data analysis through this quantitative method of research design.

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Sampling

As mentioned before, the target population of this research is Millennials in Malaysia, which is between the ages of 27 and 42 years old in 2024. The reason why choosing Malaysian millennials as the participants in this study is because of they are expected to be the largest age group that is largely exposed to advertising in Malaysia and they are also potential customers in the country (Machado, 2017; Lau, 2018; Saleh et al., 2024; Zahari et al., 2024). Besides that, according to the general rules of thumb by Israel (1992), to enhance the validity of the variables, a sample size of between 200 and 500 respondents is considered a reliable and accurate source. Therefore, there are approximately 300 respondents were selected randomly to conduct this research since this number of participants will be good to avoid non-response rates and incomplete survey that may lead to unreliable outcomes (Tabachnick & Fidell, 2013).

Convenience sampling has been adopted. By using convenience sampling allows the researcher to obtain information and collect data from a specific group of people or unit that is close to hand (Alvin, 2012) which is a very convenient, cost saving and time-effective tool for the researcher as there will be no requirement regarding the statistical knowledge and the accessibility of convenient source can be approached attentively.

RESULTS AND ANALYSIS

Factor Analysis Results

Table 1 Factor Analysis for Perceived Informativeness, Perceived Credibility and Perceived Entertainment on Purchase Intention

Variable	Loadings
Perceived Informativeness	
Advertisements are a convenient source of product information.	0.575
Advertisements are valuable sources of information about products.	0.623
Advertisements provide the information that I need.	0.641
Advertisements tell me which brands have the features I am looking for.	0.523
I think the information obtained from the advertisements would be helpful.	0.497
I often use advertisements to get information about the products I intend to buy.	0.812
Perceived Credibility	
I use advertisements as references for purchasing.	0.611
I feel that the advertisements are believable.	0.718
I feel that the advertisements are credible.	0.794
I feel that the advertisements are trustworthy.	0.829

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I trust messages that are delivered from advertisements.	0.833
Perceived Entertainment	
Advertisements are entertaining.	0.757
Advertisements are pleasing.	0.765
Advertisements are exciting.	0.784
Advertising is enjoyable.	0.867
I feel that advertising is interesting.	0.818
I feel pleasure in thinking about what I saw, heard or read in advertisements.	0.464
KMO value	0.906
Bartlett's Test	P=0.000

Note: Item PI01, PI07, PC02, PE06, Pur_IN01, Pur_IN02 and Pur_IN05 are deleted.

According to Williams et al., (2010), the KMO test is to examine the degree of adequate data sampling with factor analysis. Based on the rule of thumb, the KMO value must be higher than 0.5 to be considered acceptable and close to 1 will be the best to indicate the sampling is adequate for the study. Therefore, the KMO value that is shown in Table 4.2 is indicated as 0.906, which shows that the current sample size of the study was good and the result is marvellous as it is between 0.90 and 1.00 (Cerny & Kaiser, 1977). At that point, the data is normally distributed and is suitable for factor analysis as Bartlett's test results indicate a 0.000 level of significance and the p-value is below 0.05 to be significant. Apart from that, if the loading value is below 0.4 which means the loading value is weak, therefore, it should not be presented, which items PI01, PI07, PC02, PE06, Pur_IN01, Pur_IN02 and Pur_IN05 have been eliminated as unnecessary items in the result for factor analysis as seen in Table 1.

Multiple Linear Regression Analysis Results

Table 2: Coefficients of Multiple Linear Regressions

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.177	0.162		7.263	0.000		
	H1	0.201	0.050	0.219	4.015	0.000	0.551	1.816
	H2	0.215	0.040	0.298	5.370	0.000	0.533	1.875
	H3	0.303	0.040	0.355	7.645	0.000	0.763	1.311

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Table 3: Model Summary of Multiple Linear Regression Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.715[a]	0.511	0.506	0.42202	1.865

H₁: *Perceived Informativeness of advertisement messages is positively associated with consumers' purchase intention.* **(supported)**

As referred to in Table 2, the t-statistics of perceived informativeness is 4.015 (p-value < 0.05). This result shows that there is significant evidence to conclude that the perceived informativeness of advertising messages does affect the purchase intention of millennials. Therefore, **H_1 is accepted** since the analysis is supported as the t-statistic value reaches the 100% confidence interval of the relationship at 4.015. In this situation, the relationship for both variables has satisfied the requirement of significance value and thus this implies that perceived informativeness does influence the effectiveness of advertising messages in enhancing Malaysian millennials' behavioural intention.

H₂: *Perceived credibility of advertisement messages is positively associated with consumers' purchase intention.* **(supported)**

As seen in Table 2, the t-statistics for perceived credibility is 5.370 and the p-value is 0.000. At that point, the result indicates that there is statistical significance as the confidence interval does not contain the null hypothesis value. Hence, **H_2 is accepted** since the analysis is supported as the t-statistic value reaches a 100% level of confidence at 5.370. Consequently, this clarifies that the relationship for both variables has satisfied the requirement of significance value and thus the hypothesis for perceived credibility is positively associated with consumers' purchase intention among millennials in Malaysia.

H₃: *Perceived entertainment of advertisement messages is positively associated with consumers' purchase intention.* **(supported)**

Based on Table 2, the t-statistics for perceived entertainment is 7.645 and the p-value should be below 0.05 which is 0.000. On top of that, the result presents that perceived

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entertainment of advertising messages has a significant impact on the millennials' purchase intention as the variable added statistically significantly to the prediction at the significance level of 0.000 indicates that there is no risk of concluding this hypothesis. Hence, **H_3 is accepted**. At that point, this suggested that perceived entertainment of advertising messages will directly affect the effectiveness of advertising messages in enhancing millennials' purchase intention in Malaysia.

DISCUSSION AND CONCLUSION

Theoretical Implication

The source credibility theory propounded by Hovland et al., (1953) is the one applied in this study to support the findings as these empirical findings illustrated the three factors of source credibility which consist of trustworthiness, expertise and attractiveness. Moreover, these three sources that derived from the theory positively affect the consumers' behavioural intention based on the persuasiveness of marketing communication as well as the advertising message that delivered towards the target audience in a source of communication that can be accepted by the receivers (Umeogu, 2012).

Furthermore, this theory also indicates that if the consumers are being persuaded and believe in the source of information, it will lead to an increase in the consumers' interest and thus, affect their willingness to accept an advertisement message and further make purchase decisions among sources that they perceived as credible (Almossawi, 2014). In this way, many marketers and advertisers wisely make use of the positive distinguishing features of the source to achieve consumers' acceptance and positive response towards the source upon products, services and intended messages that the advertisements delivered.

In that point, source credibility theory is employed to support the framework in this study as it is useful in today's advertising industry because of the positive characteristic of the theory. Besides, the research objective of this study is to identify the most significant factor among the other variables such as perceived informativeness, perceived credibility and perceived entertainment that influence consumers' purchase decisions on the message (source) that is delivered by the advertisement.

Managerial Implication

As mentioned earlier, consumers today are bombarded with endless advertisements they may feel interrupted and frustrated by the limitless advertising that is irrelevant disruptive were overwhelming in their daily lives (Mehta, 2018). In this situation, the result of the findings reflected that the perceived value of advertising messages (perceived

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informativeness, perceived credibility and perceived entertainment) plays an important role in indicating the millennials' purchase intention in Malaysia. On top of that, marketers and advertisers need to deliver the right information towards the right audiences at the right time so that the receivers are willing to accept and consume the advertising message. Besides that, advertising is a major tool in influencing consumers' purchase intention, which also can assist in creating and boosting the perceived degree of value towards the audiences (Salem, 2016).

Therefore, the findings of this study provide insights for marketers, advertisers, and managers of companies to gain an in-depth understanding of the way that millennials assess the value of advertisements that influence their behavioural intention whereby further enhancing the efficiency and effectiveness of advertising among this age group by incorporating with the precise advertising strategy to capture the attention from this large population of age group in Malaysia, since Millennials is the most highly sought demographic compared to any other generation cohort in the society (Ting & de Run, 2015). Moreover, understanding the Malaysian Millennials' perception towards advertising and its value is of utmost importance in the practice of managerial. Even though this study can benefit marketers and advertisers to create advertisements that cater to this specific group of young consumers. However, the advertisers should also conduct an experiment, copy-testing or a focus group before officially airing the advertisement to gauge the reaction and forecast the effectiveness of it.

CONCLUSION

This research investigates the perceived value of advertising messages towards Millennials with regards to the extent of perceived informativeness, perceived credibility and perceived entertainment of advertising messages in indicating their behavioural intention. In light of the overall findings, the results show evidence of the positive relationship between the perceived value of advertising messages and consumers' purchase intention supported by various studies. On top of that, the objective of this research is to identify the most significant factor that influences consumers' purchase intention.

In this study, there is significant evidence to conclude that perceived entertainment as the key attribute of the perceived value of advertising messages does affect the purchase intention of millennials. The underpinning value of advertising is to reduce the knowledge barrier of the audiences through the messages that the advertisements deliver (Kotler & Armstrong, 2005). Therefore, it is of utmost importance for marketers and advertisers to understand the significant factors that could probably increase the consumers' intention to

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purchase by adding value in a more meaningful, distinctive and solid way since consumers are more likely to tie in with advertisements that have emotive messages and values due to the market trend today are forwarded into consumers orientation as well as customers satisfaction. In that point, the attribute of entertainment should be taken as a key factor in the creation of advertisements to cater the young consumers' attention and persuade them in the way they want.

Moreover, the effects of perceived informativeness, credibility and entertainment in affecting their behavioural intention depends on the source information (relevant, accessible and comprehensible) and source credibility (trustworthiness, expertise and attractiveness) that can be present in an advertisement. In addition, the ability of entertainment in an advertisement is classified as the impactful factor that can influence the advertising efficiency in establishing a bridge to link the emotional effect of advertising message towards consumers. Based on the findings, this study shows consistency with the research conducted by Wang and Sun (2010) as the findings are consistent with the predictor of perceived entertainment as the key factor to influence consumers' purchase intention.

In summary, all of the findings in this research can be summarised as, all of the three variables including perceived informativeness, perceived credibility and perceived entertainment of advertisement messages are positively associated with Millennials' purchase intention in Malaysia. Among the three factors, the perceived entertainment of advertising messages is the most significant one regarding the findings results of this study. On top of that, all of the research objectives and research questions have been achieved and answered throughout this study.

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